

# \*Target

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showcasing.

"It will be like a brand new store," he said.

The October completion will be just in time for the Christmas season, Elizondo said excitedly.

What Target is doing is keeping up with trends. People are more interested in one-stop shopping now, which is why the pharmacy, photo lab and expanded grocery line are being added, Elizondo said.

Target Greatland currently has a limited amount of food items, most of it in the dry goods area, such as breads, cookies and snacks. The expansion will include facilities for cold and frozen food storage and display, including meats and ice cream, Elizondo said.

Also, the photo lab will include the latest technology, such as the capability to work with digital camera pictures.

This remodeling is not necessarily a part of a national plan, but Target looks at each area to see what is needed, Elizondo said. They feel Laredo is ready for the expanded shopping, since remodeling is based on store volume and age, Elizondo said.

"Target likes to stay up with the trends," he said.

For the expansion of items, the floor space of 135,000 feet will not be expanded, but Elizondo says there is plenty of space to make the additions without being cramped.

Elizondo said the remodeling project would be conducted with the least intrusion on shoppers. Most of it will be done at night after the store closes, he said. He cautioned that items might be moved around a little during the process, but they will not be hard to find.

Operating under the regional headquarters in Plano, Texas, the Laredo Target opened in October 1992 at its present North Creek location, 7501 San Dario. Elizondo came to the store as its manager in 1996.

Elizondo is originally from Laredo and is a St. Joseph's Academy graduate. He left in 1976 with Woolco's and soon went to Target in other cities,

including San Antonio, Abilene (where he managed his first store), Harlingen and Brownsville before returning to Laredo.

He opened the stores in Harlingen and Brownsville.

Target Greatland is open 8 a.m. to 10 p.m. Monday through Saturday and closes at 9 p.m. on Sundays.

The company's website reveals a long and successful journey.

Target Corporation began as a dry goods store in 1902 under the name of Goodfellows. It changed to the Dayton Dry Goods Company in 1903 in Minneapolis, Minn., still the headquarters of the company.

By 1967 the company, now under the name Dayton Corporation, opened the first discount merchandising Target store, an idea that came about in 1962.

By 1971 Dayton Corporation and the J.L Hudson Company merged and revenues exceeded \$1 billion. The Hudson Company was said to have opened the world's largest shopping center in Detroit in 1954.

By 1982 revenues topped \$5 billion, then \$10 billion in 1987, \$20 billion in 1994, \$25 billion in 1996, and \$30 billion in 1998.

In 2000, the corporation name changed to Target Corporation, which includes Target, Mervyn's California, Marshall Field's, Rivertown Trading Company and The Associated Merchandising Company.

Target Corporation's stock ended trading June 20 on the New York Stock Exchange at \$37.46 per share and showed a \$24.90 - \$38.45 range over the past 52 weeks, according to Yahoo Finance.

One agreeable characteristic about Target to the local community has been a commitment made in 1946 to return 5 percent of profit from local stores to the community.

As a result of that commitment, Target Greatland delivered two \$1,000 scholarships Friday to Laredo graduates planning to continue their education.

According to its website, Target Corporation contributes \$2 million a week in the communities they serve.